



How to Market Alzuleycha – an Interior Design Start-Up

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ABSTRACT

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This dissertation aims to elaborate a market strategy for a Portuguese Start-Up, Alzuleycha. Thus, the present dissertation presents Alzuleycha's Marketing Strategy and its Financials Projections. Alzuleycha is a Portuguese Interior Design Start-Up; that offers unique decoration pieces, balancing between a modern and traditional style. The pieces' designs are inspired on the traditional Portuguese architecture details, especially on the Portuguese tiles.

The main purpose of the elaboration of Alzuleycha's Marketing Strategy and its Financials is to suggest a Business Plan for the Portuguese Star-Up. Hence, this dissertation aspires to define Alzuleycha's scope activity, positioning within the Portuguese Interior Design Market, growth strategy and its future goals; in order to help the Start-Up to achieve the desire success. Despite offering a wide range of products, the current analysis focus on the Alzuleycha's star product: decor panels, as these are the ones that best reflects Alzuleycha's mission and identity. The decor panels can be applied in walls and in furniture, high living its unique details.

Defining Alzuleycha's target audience, women interest on interior decoration and aged between 31 and 55 years old, was important to define its communication strategy; and to elaborate the Start-Up Financials Projections. Furthermore, the elaboration of the Marketing Strategy and the Financials, gave rise to the conclusion that even though the business has the possibility to became profitable it is not scalable; due to its inclusion in a niche market and to its suppliers' limitations.